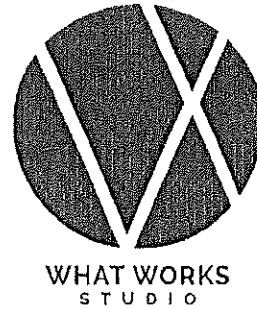


## **EXHIBIT 5**

July 31, 2015



LIGHT CITY WEBSITE  
PHASE II PROPOSAL  
*for* **BOPA/BFAI**

Tracy Baskerville  
Communications Director  
Baltimore Office of Promotion and the Arts  
10 East Baltimore Street  
10th Floor  
Baltimore, Maryland 21202

Dear Tracy,

Thank you for considering What Works Studio for Phase II the Light City Baltimore website. We look forward to working with you!

All the best,

*Brian Hill*

# *Approach & Deliverables*

## WEBSITE DESIGN PHASE II

What Works Studio (WWS) will develop and implement Phase 2 of the [LightCity.org](http://LightCity.org) responsive, scalable, mobile-friendly website, which includes:

- Updated Site Layout
  - Updated sitemap, as needed
  - Addition of new section and pages, such as Plan Your Visit and Blog
  - Homepage layout adjustment and slider refresh
  - Creative direction, photography curation and new customized graphics
  - Copywriting and copyediting
- Calendar/schedule functionality (web application)
  - Integration of an off-the-shelf web application
  - Customized styling and design
  - QA Testing
  - Initial population of calendar content
- Ongoing updates, training and technical assistance
  - Estimating 10 hours/month

# *Fee*

## **PHASE I: UPDATED SITE LAYOUT** 30

Sitemap, new pages, design adjustments, graphics, copy

## **PHASE II: CALENDAR - WEB APPLICATION** 120

Add-on native phone application (mobile app) option available,  
but the price is not included in this proposal

## **PHASE III: ONGOING UPDATES & ASSISTANCE** 80

10 hours per month for 8 months (estimate)

## **TOTAL ESTIMATED HOURS** 230

**TOTAL FEE** **\$23,000**

**DISCOUNTED NONPROFIT RATE \$100/HOUR**

The estimated fee for What Works Studio's services described above is \$23,000.

The fee shown here is an estimate based on the deliverables outlined in this proposal. Changes in project scope or any overages that are anticipated to amount to more than the total What Works Studio estimated fee will be presented to the client for approval before proceeding.

# *Terms*

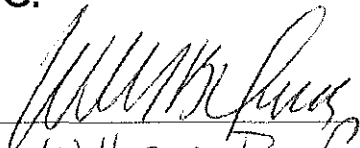
What Works Studio requests a \$5,000 deposit to begin this phase of work. Progress payments will be billed monthly.

# *Acceptance of Proposal*

To signify acceptance of this proposal, please sign below and return a copy to:

What Works Studio, LLC  
Brooke Hall  
519 N. Charles Street Suite 200  
Baltimore, MD 21201

## **BALTIMORE FESTIVAL OF THE ARTS, INC.**

Name (sign):   
Name (print): William B. Gilmore  
Title (print): Executive Director  
Date: 8/11/15